


**Looking Ahead:
The Future of
Click It or Ticket**
LifeSavers 2009

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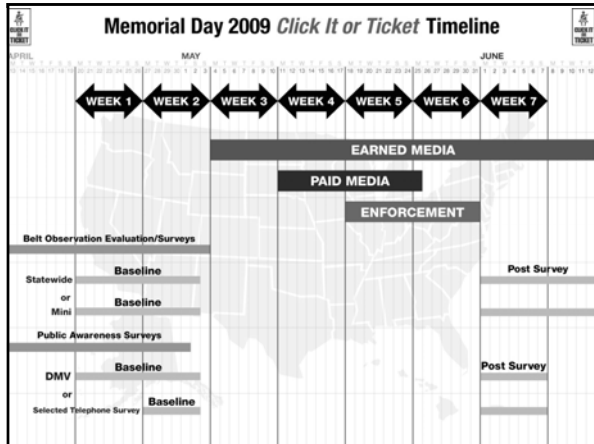
**Role of Communications
Supporting
High Visibility Enforcement (HVE)**



Policy
Program
Communications

**2008
Click It or Ticket Recap**

- Law Enforcement Agencies
- National Media Buy
- National Value Added
- State Media Buy
- Earned Media



2009 Click It or Ticket Communication Efforts

- Law Enforcement Flash Drives
- National Media Buy
- New General Market TV Ad
- First Spanish TV Ad
- New National Radio Ads
- New Enforcement Posters
- Earned Media

2009 Click It or Ticket Communication Efforts
continued

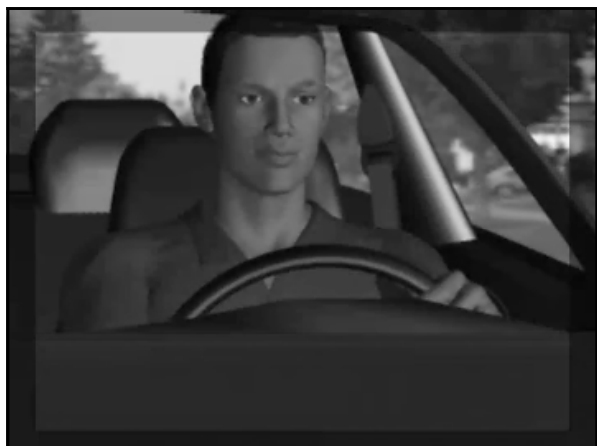
- New Alternative Media



Big Monster



Video Guy



Current Successful Approaches

- National *Click It or Ticket* High Visibility Enforcement Campaign
- Consistent Message Discipline
- Strong Enforcement
- High Brand Recognition Factor

Who's Still Not Buckling Up?

- 18 – 34 Year-old Men
- Young Adults & Teens
- Nighttime Drivers
- Pick-up Truck Drivers & Passengers



Vision for the Future

- Continue the Brand
- Raise the Seat Belt Use Rate
- Garner Support of Law Enforcement

Looking Ahead The Future of CIOT

- CIOT Next Generation
- Teen Seat Belt Demonstration
- Nighttime Seat Belt Enforcement
- Emerging Technology

Summary

- CIOT is Successful
- Maintain the Brand
- Increase Enforcement
- Goal to Reach High Risk Audience



Questions



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